



License! Global Top 30 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
1	IMG	\$8.1B	Collegiate Licensing, PGA Tour, Wimbeldon, Ferrari, Le Mans, Royal Armed Forces, Goodyear Tire and Rubber, Volkswagen, Sergio Tacchini, Playboy, Salt Life, Arnold Palmer, Pele, Armored Auto Group, ESPN, X-Games, Vail Resorts, Chicken Soup for the Soul, Manchester United, GNC, STP, Muhammad Ali, Coach John Wooden, Elisabeth Hasselbeck, Ryder Cup, Louisville Slugger, Kentucky Derby, Rolling Stone, French Bull, Randy McGovern, George Best, FC Barcelona, World Series of Poker the World's Strongest Man
2	LMCA	\$6.4B	AgfaPhoto, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T, Craftsman, DieHard, Eastman Kodak, Forbes, Heifer International, Kenmore, Boston Museum of Fine Arts, New York Philharmonic, Pepsico International, San Diego Zoo, Snuggly, Uniden, and Winchester
3	Equity Management	\$5.5B	General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Goodyear Tire and Rubber Company, French's, Frank's RedHot, Nissan, American Airlines, Torani, Lockheed Martin, and Whirlpool/Maytag Corporation
4	The Licensing Company	\$3.81B	Chrysler, Iconix, Anheuser Busch, Mercedes Benz, Coca Cola, Jelly Belly, Cosmopolitan, Reckitt Benckiser, Nestle, Lucas Film, Little Tikes, Umbro, Skechers, Magic Light Pictures, National Trust, Jane Packer, Peanuts, Puffa
5	The Beanstalk Group	\$3.6B	Airheads, AT&T, Bag Snobs/Snob Essentials, Bigelow, Blake Griffin, Chiquita, Coppertone, DEWALT, Doodle Jump (UK), Energizer, Eveready, Eureka, Frigidaire, Harley-Davidson (Europe), HGTV HOME, Honda/Honda Powersports/Acura, Iman, Jack Daniel's (Europe), Jaguar (Europe), Land Rover/Range Rover (Europe), Matthew Williamson, MovieStarPlanet, Nesquik, Nutrisystem, Old Bay, Paris Hilton, Pennzoil/Quaker State, Procter & Gamble (Febreze, Max Factor, Mr. Clean, Scope, and Vicks), Rosa Mexicano, Salma Hayek, Slim Jim, Stanley Black & Decker, Talking Friends, Travelocity, U.S. Army, Volvo (Europe)
6	Global Icons	\$3.4B	BMW, Buck Knives, Dairy Queen, Duraflame, Ford, Guinness, Hollywood, Humvee, Jarden Consumer Solutions (Crock-Pot, MR. COFFEE, Oster, Sunbeam), Lincoln, Mini, Motorola, Mrs. Fields, Pop Secret
7	Brand Central Group	\$1.9B	Dr. Pepper Snapple Group, Miraval Resort & Spa, Seventh Generation, Gaiam, Dr. Andrew Weil, Apartment Therapy, Cupcakes and Cashmere, Crowdstar, Petit Tresor, NUK, Jarden (Coleman, K2, Ride, ExOfficio, Marmot, Rawlings, Berkley, Shakespeare, and First Alert), The Fred Rogers Company, Mark Burnett Productions (Are You Smarter than a 5th Grader?), Pee-wee Herman, The Chew, MasterChef, Beekman 1802
8	The Joester Loria Group	\$1.8B	The World of Eric Carle, The Kellogg Company, Entenmann's, Mountain Dew, The Hive, Discovery Communications' Animal Planet, The Annoying Orange
9	Exim	\$1.7B	American Greetings, Britto, Cookie Jar, Discovery, DreamWorks, HIT, Lucas, MGA, Nelvana, Peanuts, Sanrio, UFC
10	CPLG	\$1.65B	Skylanders, The Simpsons, Ice Age, DreamWorks, St. Andrews Links, Sesame Street
11	Brand Sense Partners	\$1.3B	Dodge, Hamilton Beach, Shabby Chic
12	P&L Global Network	\$1.3B	DreamWorks, Paul Frank, Sanrio, Jeep Chrysler, Royal County of Berkshire Polo Club, Playstation, Fox Baby TV, TokiDoki, Kimmidoll, Trump
13	Redibra	\$1.22B	Coca-Cola, Fox, Paul Frank, Pac Man and the Ghostly Adventures, Capricho, Galinha Pintadinha, Fishtronaut
14	Striker Entertainment	\$1.2B	Lionsgate/Summit (The Twilight Saga: Breaking Dawn 2, The Hunger Games); Rovio (Angry Birds); AMC (The Walking Dead; MRC - ted); 41 Entertainment (Pac-Man and the Ghostly Adventures); DreamWorks Studios (Real Steel)
15	Creative Artists Agency	\$1.08B	Shaun White, Bethenny Frankel, Bob Marley Estate, Katy Perry, Gordon Ramsay, Lisa Vanderpump, Cindy Crawford, Rachel Roy
16	Tycoon	\$915M**	Hit, Marvel, Sesame, Fox, WWE
17	Plus Licens	\$900M (E)	ZeptoLab (Cut the Rope), Skylanders, Paul Frank, Hello Kitty, Peanuts, Sesame, My Little Pony
18	IMC Licensing	\$800M (E)	AT&T, A-1, Borghese, Dole
19	Brandgenuity	\$625M	Church & Dwight, Food Network, A+E (Duck Dynasty, Swamp People), The Juilliard School, Boppy, Wizard 101, Sondra Celli
20	Brand Licensing Team	\$525M	Coca-Cola, Fender Musical Instruments, Chick-fil-A, Boys & Girls Clubs of America, Morris Animal Foundation
21	Ink	\$518M	LEGO, Star Wars, Masha & The Bear, Subway Surfers, Smurfs, Peppa Pig, Royal Copenhagen, Bratz, Lalaloopsy, Mia & Me, Discovery
22	Broad Street Licensing	\$458M	Playboy, Guinness, BIC USA, Burger King, Diageo, O'Charley's, 99Restaurants, Steak 'n Shake, China Mist Teas, Merav Olive Oil, Rich's Foods, Gourmet Boutique Foods, Culinary Institute of America
23	Live Nation Merchandise	\$410M	Emblem3, AC/DC, KISS, The Beatles, Led Zeppelin, Rihanna, Deadmau5, David Bowie, Madonna, The Clash, John Lennon, Ke\$ha, Aerosmith, Maroon 5, Shakira, Sex Pistols, U2, Woodstock, Yellow Submarine, Nirvana, Sublime, Wu Tang Clan, Kurt Cobain, Pat Benatar, Van Halen, Megadeth, Kings of Leon, Mac Miller, 98 Degrees, Def Leppard, Lynyrd Skynyrd, Ozzy Osbourne, Rush, Depeche Mode, Phantom of the Opera, Cats, Evita
24	Bradford Licensing	\$400M (E)	Pepsi, 7-Up, Pez, Game of Thrones, Happy House
25	Bravado	\$400M (E)	The Rolling Stones, Lady Gaga, Michael Jackson, Justin Bieber, Paul McCartney, Eminem, Kanye West, Metallica, Katy Perry, Nicki Minaj, Guns 'N Roses, Red Hot Chili Peppers, Lil Wayne, Green Day, Black Sabbath, The Killers
26	European Licensing Company	\$360M	Cartoon Network, DreamWorks, Fox, Rainbow, Warner Bros.
27	CORE Media Group	\$350M (E)	Elvis Presley, Muhammad Ali, American Idol, So You Think You Can Dance
28	Global Trademark Licensing	\$325M	BMW Group, Bentley, Daimler AG
29	Biplano	\$235M	DreamWorks, Sanrio, Paramount, King Features, Nickelodeon, Toei, M.G.A., Platinum, Zodiak, Ludorum, IMPS, Limasky, Route 6
30	The Buffalo Works	\$233M	Jim Shore, Dan DiPaolo, Pozy Bears (Dave Miller), Just The Right Shoe (Lorraine Vail), Julie Browning Bova, Mary Fisher, Georges Monfils

*Retail sales are based on licensed merchandise worldwide for the brands each respective agency represents and are based on 2012. Each licensing agency submitted sales figures unless otherwise noted [(E)]. Only some major clients/brands/properties are listed.

**Does not include Brazil, Argentina, Bolivia, Uruguay or Paraguay.